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WENDY MOREE

*Tech Founder
AI & Digital Strategy Executive
Board Member & Strategic Advisor
Ex-Salesforce Regional VP
Global Thought Leader*



SERVICES

- Advisory Board Services
- Workshops | Mentoring
- Keynote Speaker | Moderator | Host | Facilitator

EXPERTISE

- Authentic leadership
- Championing equality and inclusion
- AI & Digitalization
- Keynote Speaking
- Go-To-Market & Sales Strategy
- Partners & Playbooks

COMPETENCIES

- Passionate
- Strategic & hands-on
- Authentic Leadership
- Exceptional Networking
- Commercially Driven
- Results Oriented & Enterprise Knowledge

EXTRACURRICULAR

Member SER Topvrouwen

05/2022 – Present
SER Topvrouwen

Corporate Sponsorship Specialist

03/2023 – 12/2024
TEDxAmsterdamWomen

President Women's Network

05/2016 – 06/2023
SalesForce

Diversity & Inclusion Committee Member |

12/2021 – 01/2024
American Chamber of Commerce in the Netherlands

Ambassador

Foodbank Breda
9/2018 - 12/2023
CIOTop Netherlands
8/2024 - Present



PROFILE

With over 20 years of experience driving growth and innovation, I bring a strategic yet hands-on approach to leadership, empowering organizations to tackle complex challenges and achieve exceptional results. My expertise spans digital transformation, AI, ESG initiatives, and commercial Go-To-Market strategies, supported by deep enterprise knowledge and a results-oriented mindset.

I have held leadership roles such as Regional VP at Salesforce, where I successfully scaled initiatives like the Salesforce AppExchange, Platform (Security & DevOps), and Revenue Cloud across Global, UKI, and Northern Europe, blending strategic vision with operational execution. My ability to navigate complex organizational landscapes has been recognized globally, earning honors from NBC.com, Women in Tech, AI Publishing, CEO Vision, and Equals.

As one of the few commercial women to have held senior leadership positions in global technology, I bring a distinctive perspective that combines resilience, authenticity, and strategic depth, challenging conventions and inspiring transformation. Currently serving as a Board Advisor for Frankly Solutions (Consulting), Enliven Empathy (VR/XR), and AI4All (AI community platform), and as Ambassador for CIO Top Netherlands, I advise on AI, cloud, XR, IoT, and digital transformation.

Strategic & Commercial Impact

I help organizations and leadership teams translate vision into commercial results. From defining sales strategy and leading leadership kick-offs to driving hands-on execution, I create clarity, focus, and momentum. Together, we build compelling sales pitches, master the sales cycle, and overcome objections with confidence. I help teams fill their funnel through inbound, outbound, and BASHO-based approaches, creating visibility, trust, and consistent pipeline growth.

Fluent in the language of both the boardroom and the sales floor, I mirror and challenge founders, CEOs, and CIOs while driving the cultural and commercial change required to succeed in today's disruptive, technology-driven market. Beyond board and advisory work, I also invest in and mentor purpose-driven startups, deliver keynotes and build unique networks through Moreequality BV, [TechTogether.ai](https://www.techtogether.ai) and Sapphire League, helping them scale sustainably through authentic leadership and strong commercial foundations.

SPECIAL MENTIONS

Official Delegate, Dutch Government Delegation to the U.S. Presidential Election 2024 in Washington D.C., led by former Prime Minister Prof. Dr. J.P. Balkenende.

Official Delegate, Dutch Trade Mission to Silicon Valley (May 2023) for the Future of Technology Study Trip, representing Women of the World.

PROFESSIONAL HISTORY

Advisory Board Member/ Fractional COO Frankly Solutions (Consulting) | Enliven Empathy (VR/XR Experiences) | AI4All (Network & Community) | 05/2024 – Present
Provide strategic guidance on ecosystem development, innovation strategy, and stakeholder engagement. Advise on go-to-market and sales strategies, partnership models, and organizational playbooks to accelerate growth and build sustainable, community-driven impact. Connect public and private sector partners to foster co-creation and future-proof innovation ecosystems, with expertise spanning AI, digital transformation, and inclusive leadership.

LANGUAGES

Dutch	native
English	fluent
German	conversational
Spanish	conversational

RECOGNITIONS

2024

- DE&I Consultancy CEO of the Year | AI Publishing Role Model Campaign | Best Female Entrepreneur | Equals
- Top 30 Most Influential Voices in Tech | The D2 Collective
- Most Inspiring Person Amsterdam | Openbare Bibliotheek Amsterdam
- Top 35 NBC Global Women Thought Leaders and Their Initiatives
- TechGirl of the Week - Women in Tech
- Equals Rolemodel of the year Female Entrepreneurship

2023

- Salesforce Women to Watch
- Peak Performers Club

2022

- Unseen Hero Award
- Listed among the Most Brilliant Female AI Experts in the Nether
- Women Thought Leaders and Their Initiatives

PROFESSIONAL HISTORY (CONTINUED)

CEO & Founder Moreequality BV | *TechTogether.ai* | *Sapphire League* | 01/2023 – Present

Empowers leaders and organizations to thrive amidst technological and social change. Through keynotes, mentorship, and advisory services, we transform fear into confidence, strategy into action, and innovation into commercial success.

Our mission bridges generations, genders, and disciplines, leveraging technology, storytelling, and human connection to create equal opportunities in business. By combining commercial excellence with emotional intelligence, Moreequality BV drives growth, resilience, and purpose across companies and communities worldwide.

- **Brand 1 | TechTogether.ai:** A Concept Factory connecting families, schools, companies, and communities to explore technology. Designing and testing workshops and programs makes tech accessible, inspiring, and useful for all ages —creating measurable societal and business impact.
- **Brand 2 | Sapphire League:** Connects women at Director level and above through verified, in-person meetups worldwide. Facilitating safe and effortless opportunities to share coffee, dinners, or local experiences while traveling. Leveraging technology, trust, and human connection to turn business trips into meaningful networks, cultural exchange, and mutual support.

Regional Vice President, Sales Northern Europe | Salesforce | 05/2016 – 06/2023

Focused on Revenue Cloud (CLM & CPQ) and Platform (DevOps & Security), leading strategy and execution across Northern Europe. Oversaw high-performing sales teams, drove revenue growth, and implemented scalable commercial initiatives.

President, Women's Network | Salesforce | 2016 – 2023

Led Salesforce's Women's Network, fostering leadership development, inclusion, and professional growth across the organization

Account Executive NL & UK / SaaS Leader | Progress Software | 12/2006 – 05/2016

Developed and executed commercial strategies, managing key customer and partner relationships while leading teams to consistently achieve revenue targets. Collaborated with marketing and product teams, oversaw sales pipelines and forecasts, and negotiated strategic contracts. Monitored market trends and competitor activity to identify growth opportunities and drive business expansion.

Program Coordinator | Falck | 2006 – 2007

Coordinated operational programs and supported organizational initiatives, ensuring efficiency and effective project execution.

Digital Marketing Consultant, Benelux | Activision | 2004 – 2006

Developed and executed marketing campaigns across the Benelux region, driving brand visibility and engagement.

Assistant to Detectives | Stekelenburg SOB | 2000 – 2002

Provided administrative and operational support to investigative teams, contributing to case management and workflow efficiency.

EDUCATION

Supervisory Boardroom Member Program/RvC/RvT TIAS, University of Tilburg | 2022

Softskills for Professionals (NLP included) | ICM | 2021

Accelerate (Executive & Leadership program) | Salesforce | 2021 + 2023

Women in Leadership | University Program of Nyenrode | 2020

Female Leadership | University Program of Erasmus | 2020

Bachelor of Business Administration – Business Studies

Avans University of Applied Sciences | 2011 – 2014

Bachelor of Applied Science - Management in Tourism and Leisure

Breda University of Applied Sciences | 2002 – 2004